

## CLAIMS

What is claimed is:

1. A method for tracking a user flow of Web pages of a Web site to  
5 enable efficient updating of the hyperlinks of the Web site, the method  
comprising the steps of:

- a) accessing a Web page out of a plurality of Web pages of a Web site;
- b) determining a set of actions available to a user for Web page;
- c) determining a set of the next pages linked to the Web page;

10 d) defining a set of rules that modify the set of actions available to the  
user or the set of next pages linked to the Web page in accordance with an  
identity of the user; and

e) storing the set of actions, the set of next pages, and the set of rules  
15 in a table data structure for the Web page to track a user flow of the Web  
page.

2. The method of Claim 1, further including the step of altering the  
user flow of the Web page by altering the corresponding set of rules in the  
table data structure for the Web page.

20 3. The method of Claim 1, further including the step of altering the  
user flow of the Web page by altering the set of actions available to the user  
in the table data structure for the Web page.

4. The method of Claim 1, further including the step of altering the user flow of the Web page by altering the set of next pages linked to the Web page in the table data structure for the Web page.

5           5. The method of Claim 1, further including the step of defining the set of rules for the Web page to link a particular set of next Web pages for a particular user, the particular user determined by the identity.

10           6. The method of Claim 6, further including the step of managing the user flow of the Web page using a graphical user interface presenting a depiction of the table data structure.

15           7. The method of Claim 1, further including the steps of:  
generating a plurality of table data structures for each of the plurality  
of Web pages of the Web site; and  
storing the table data structures in a matrix to track a user flow of the Web site.

20           8. The method of Claim 7, further including the step of altering a user flow of the Web site by altering the matrix of table data structures.

25           9. The method of Claim 7, further including the step of managing a user flow of the Web site using a graphical user interface presenting a depiction of the matrix of table data structures.

10. An apparatus for tracking a user flow of Web pages of a Web site to enable efficient updating of the hyperlinks of the Web site, the apparatus

including a computer system having a processor for executing computer readable instructions, which when executed cause the computer system to implement a method comprising the steps of:

- a) accessing a Web page out of a plurality of Web pages of a Web site;
- 5       b) determining a set of actions available to a user for Web page;
- c) determining a set of the next pages linked to the Web page;
- d) defining a set of rules that modify the set of actions available to the user or the set of next pages linked to the Web page in accordance with an identity of the user; and
- 10       e) storing the set of actions, the set of next pages, and the set of rules in a table data structure for the Web page to track a user flow of the Web page.

11. The apparatus of Claim 9, further including the step of altering  
15 the user flow of the Web page by altering the corresponding set of rules in the table data structure for the Web page.

12. The apparatus of Claim 9, further including the step of altering  
20 the user flow of the Web page by altering the set of actions available to the user in the table data structure for the Web page.

13. The apparatus of Claim 9, further including the step of altering  
the user flow of the Web page by altering the set of next pages linked to the Web page in the table data structure for the Web page.

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14. The apparatus of Claim 9, further including the step of defining the set of rules for the Web page to link a particular set of next Web pages for a particular user, the particular user determined by the identity.

5           15. The apparatus of Claim 9, further including the step of managing the user flow of the Web page using a graphical user interface presenting a depiction of the table data structure.

16. The apparatus of Claim 9, further including the steps of:  
10           generating a plurality of table data structures for each of the plurality of Web pages of the Web site; and  
              storing the table data structures in a matrix to track a user flow of the Web site.

15           17. The apparatus of Claim 16, further including the step of altering a user flow of the Web site by altering the matrix of table data structures.

18. The apparatus of Claim 16, further including the step of managing a user flow of the Web site using a graphical user interface presenting a  
20           depiction of the matrix of table data structures.

19. A computer readable media for having computer readable instructions for implementing a method for tracking a user flow of Web pages of a Web site to enable efficient updating of the hyperlinks of the Web site,  
25           which when executed by a processor of a computer system cause the computer system to implement the steps of:

          a) accessing a Web page out of a plurality of Web pages of a Web site;

b) determining a set of actions available to a user for Web page;  
c) determining a set of the next pages linked to the Web page;  
d) defining a set of rules that modify the set of actions available to the user or the set of next pages linked to the Web page in accordance with an identity of the user; and  
e) storing the set of actions, the set of next pages, and the set of rules in a table data structure for the Web page to track a user flow of the Web page.

20. The apparatus of Claim 19, further including the step of altering the user flow of the Web page by altering the corresponding set of rules in the table data structure for the Web page.

21. The apparatus of Claim 19, further including the step of altering the user flow of the Web page by altering the set of actions available to the user in the table data structure for the Web page.

22. The apparatus of Claim 19, further including the step of altering the user flow of the Web page by altering the set of next pages linked to the Web page in the table data structure for the Web page.

23. The apparatus of Claim 19, further including the step of defining the set of rules for the Web page to link a particular set of next Web pages for a particular user, the particular user determined by the identity.

24. The apparatus of Claim 19, further including the step of managing the user flow of the Web page using a graphical user interface presenting a depiction of the table data structure.

5           25. The apparatus of Claim 19, further including the steps of:  
generating a plurality of table data structures for each of the plurality  
of Web pages of the Web site; and  
storing the table data structures in a matrix to track a user flow of the  
Web site.

10           26. The apparatus of Claim 19, further including the step of altering a  
user flow of the Web site by altering the matrix of table data structures.

15           27. The apparatus of Claim 19, further including the step of managing  
a user flow of the Web site using a graphical user interface presenting a  
depiction of the matrix of table data structures.